THE CHARM

OF A LIGHT-CONDITIONED HOME

SERVICE ELECTRIC SUPPLY CO., Inc.

137-139 Fairmount Street Fitchburg, Mass.

Phone: Fitchburg 2748-2749

LIGHT CONDITIONING

is Intelligent Lighting

which gives you seeing conditions in your home that are more like seeing conditions provided by nature . . . and thus . . .

Contributes Beauty

. . . . . **WHICH IS IMPORTANT**

Protects Eyesight

. . . . . **WHICH IS PRICELESS**

Conserves Energy

. . . . . **WHICH IS LIFE**

• More than 500,000 copies of the first edition of Lightolier's "Charm of A Well Lighted Home" have been distributed to those who know of the marvelous improvements taking place in the technique of intelligent lighting. It is to that technique, for both decoration and illumination, that this new "Charm of a Light-Conditioned Home" is dedicated. We sincerely hope it will be invaluable to you in determining upon a sensible and satisfactory choice.

LIGHTOLIER COMPANY

WHAT YOU SHOULD KNOW *About lighting*

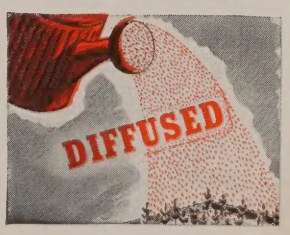
A HOME IS A "FACTORY FOR LIVING" . . . a factory in which we manufacture a fuller life — in which we mold the future of our children. So much has happened these past half dozen years to improve lighting in the home, that a brand new science has grown out of it. As a result of this "Science of Seeing," newer, more beautiful, and more efficient designs of lighting fixtures are available to you.

BETTER LIGHT — BETTER SIGHT . . . The first concern of this new science is the intensely practical one of introducing light in sufficient quantity and proper quality, wherever it may be needed. It has changed the old habit of scattering fixtures and lamps throughout the house without much regard for the job they were to do. It has made a critical scrutiny of each room of the house so that light can serve as a comfortable and useful part of the living scheme. The practical side of the new "science of seeing" has made electricity a thoughtful servant of the home owner.

LIGHTING FOR BEAUTY . . . But there is a decorative side to the science of lighting, too. Many a room that now seems awkward, cold or ill-arranged, needs only the magic touch of fine lighting to give it charm and personality. This is so because warm and mellow light adds cheeriness and also because the colors in drapes, rugs and furniture which look muddy and washed out show their true values when the lighting is improved. The new "science of seeing" tries for a combination quantity and quality which elevates light from a mere servant to a potent source of beauty.

QUALITY OF LIGHT . . . Quality as applied to lighting, is determined by two factors. First, absence of glare, which includes direct glare, such as we get from bare bulbs; and reflected glare as when light strikes a shiny surface of metal, glass, or glossy paper. Secondly, diffusion, so that there is not a solid mass of light but distribution that is soft and restful. There are various methods for accomplishing these results, such as, filtering light through special types of glass, reflecting it against the ceiling, or using shades for candle type fixtures and wall brackets.

DISTRIBUTION OF LIGHT . . . Distribution, in lighting, deals with an enemy of eyesight which might be called the twin devil of glare. This enemy is "harsh contrast" and it comes from having bright light on your work with little or no light in the rest of the room. Where such conditions exist, the eye muscles receive a severe strain or shock, every time they are lifted from book, newspaper, or sewing. The best rule for preventing this common cause of eye trouble, is to provide central fixtures that give general illumination equal to at least one-fifth of the local or chairside light.



HOW MUCH LIGHT IS ENOUGH? . . . Outdoors, under a shady tree, the electric eye, known as the "light meter," shows 1500 footcandles; on a porch, or veranda, 800; by an open window, 400. The day ends and we sit down to read or sew — sometimes far into the night. We turn on a typical fixture or lamp and get the ridiculously low intensity of 6 footcandles. Is that logical? Is it logical to read, sew, or do any kind of close, critical work indoors, for long hours, with only a small fraction of the light we use outdoors for much easier tasks? Bear in mind that man's eyes, long accustomed to daylight, are still outdoor eyes. Does it make sense that of an average 1,000 persons, 29% have defective vision at 20 years, nearly half at 40? Is lighting so expensive or do we hold eyesight so cheap? Our eyes are nature's masterpiece and life's most cherished possession. There is no doubt we need better light — and more of it!

WHAT IS A LIGHTOLIER? . . . A trade-marked product, manufactured by Lightolier Company, constructed to accomplish *two* important purposes — in function, to furnish illumination that is helpful to the eyes; in form, to give decoration that is in lasting good taste. The quality of Lightolier products is distinguished by merit — not by cost — and by the steady preference accorded them from leading architects and decorators as well as by their selection for practically all of the outstanding model homes erected throughout the country. Lightolier equipment is guaranteed to give you satisfaction for as long as your home endures.

LIGHTING THE HALL AND FOYER . . . Lighting for this location sets the tempo for the warmth and hospitality that may be expected throughout the home. It should be adequate for the selection of clothes from hall closet and for the adjustment of hats and coats. Low ceilings require a shallow, close-fitting fixture so as not to make the hall appear less spacious than it is. By the same token, higher ceilings call for suspended lanterns.

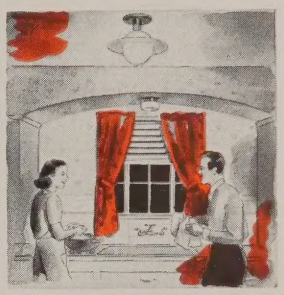
LIGHTING THE LIVING ROOM . . . Here is the heart of your house, where you sit around the fireside with your family and entertain your guests. You want the room to be cheerful first, to extend a hospitality all by itself. And you want it to be lovely. You therefore need "general" illumination, and unless the ceiling is exceptionally low — less than 8 ft. — this is best provided by a central ceiling fixture. It should give light that is abundant but soft in effect and be supplemented by either wall brackets or lamps for local illumination.

LIGHTING THE DINING ROOM . . . It is a fallacy to believe that only enough light is needed in the dining room to notice the difference between peas and mashed potatoes. In most homes this is a special room after dark, entitled to a festive setting. A little drama in the lighting is by no means out of place. Nothing, to be sure, is more beautiful than a fine crystal Lightolier above the table but there are many other types from which to choose. Good lighting will add enjoyment to the meal, improve the decorative appearance of the room and assist the children of the family in their battles with reading, 'riting and 'rithmetic when the dining room table is used for studying.

LIGHTING THE BEDROOMS . . . The varied activities in the bedroom demand good general illumination that can be had only from a ceiling fixture. The most desirable type is that which gives ample light without annoying the eyes of a person lying in bed — a glass bowl of fairly large surface gives a generous lightfall with excellent diffusion. In appearance, the design selected must coincide with personal taste and harmonize with other furnishings — the women of the house preferring fixtures that are distinctly feminine and the men favoring simple and comfortable equipment.

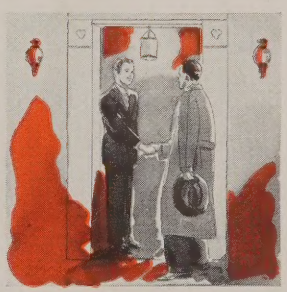
LIGHTING THE DINING ALCOVE, SUNPARLOR, GAME ROOM . . . Good lighting is as necessary in the dining alcove as in the dining room. It will make many a breakfast on a wintry day more heartening and add gaiety to the midnight "raid on the icebox." The sunparlor, favored in many homes by Dad for reading the evening newspaper, by mother for sewing, and by the children for playing, also calls for cheerful illumination. The recreation, or game room, equipment must be sturdy to withstand even the roughest "whoopee" and give ample illumination for billiards, cards, ping-pong and other activities.

LIGHTING THE KITCHEN . . . An airy, light kitchen takes the drudgery out of housework, brings inspiration to the daily routine of meal planning and preparation, reduces the possibility of painful burns, helps to keep cooks and maids satisfied, and promotes health and cleanliness! The first essential of kitchen lighting is a central fixture to give plenty of light everywhere. The second is for supplementary lights so that restful and pleasant conditions prevail at the three work centers of the room — range, sink, and preparation counter.



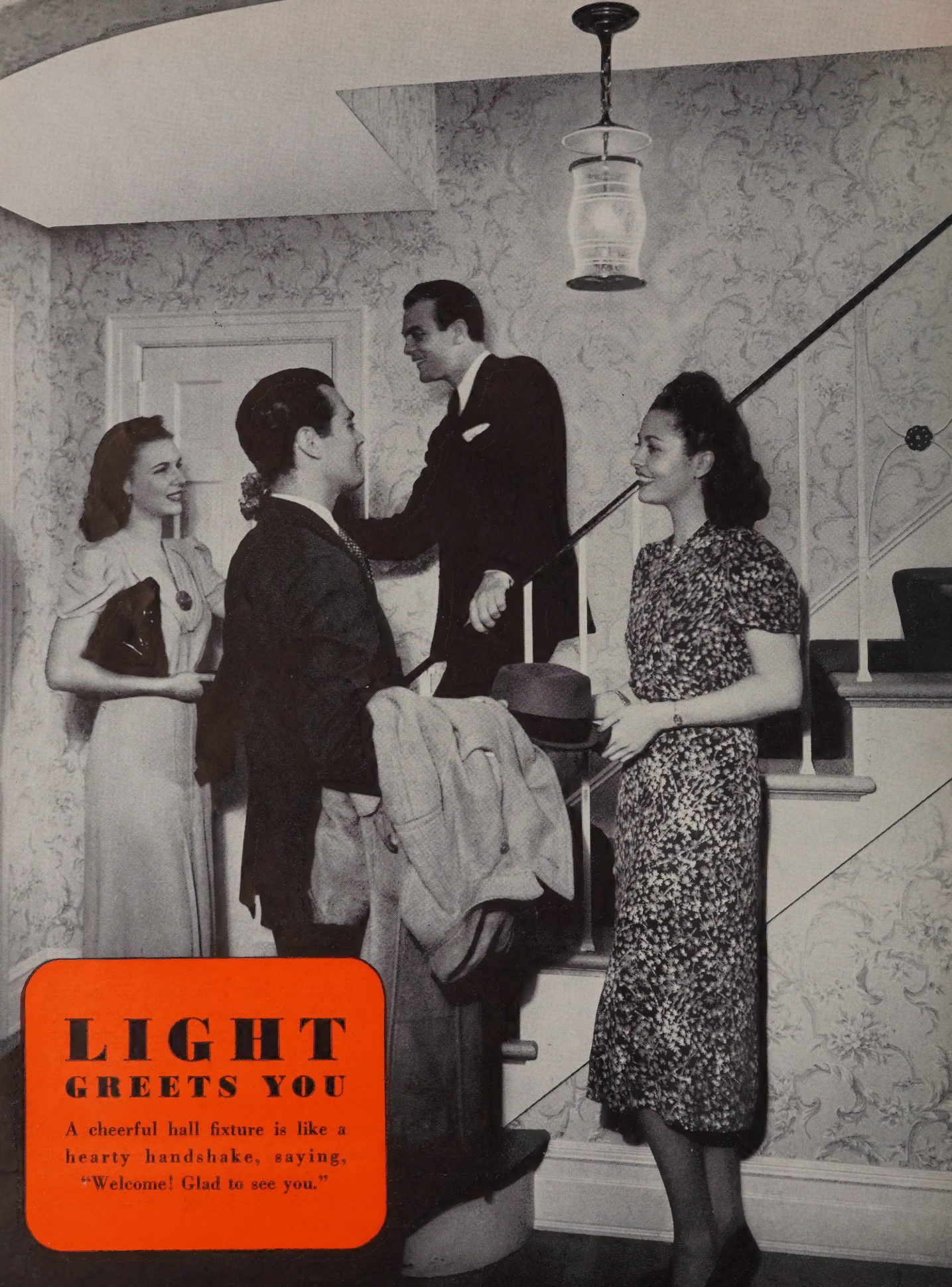
LIGHTING THE BATHROOM . . . Good lighting in the bathroom is the best insurance you can buy against costly mistakes from the medicine chest or serious accidents while leaving tub or shower. It will lighten the daily task of shaving for the men, of make-up for the women, and in many other ways contribute to saner living. An enclosing globe to take a large bulb should be used at the ceiling. The cabinet should be illuminated either by brackets or an over-the-mirror piece, wide enough to throw light across its full expanse. These may be had with or without convenience outlet for the attachment of electric razor and other appliances. A vaporproof light should be used in the shower.

LIGHTING THE EXTERIOR OF YOUR HOME... There are three steady preferences in outdoor lighting — an overhead fixture suspended from the ceiling; a bracket at the side of the door; or twin brackets at either side of the entrance. The requirements for these pieces are relatively simple—they should be made of weatherproof materials to prevent rust and they should conform to the architecture. You owe this not only to yourself but to your neighbors who have a vested interest in the appearance of the entire neighborhood.



LAMP LIGHTING BY LIGHTOLIER . . . Lightolier lamps are not only beautiful but dutiful. Each and every one brings to you the extra feature of engineered lighting, surpassing in many instances the strict I.E.S. requirements with which they conform. Beautiful in themselves, they will also bring out the beauty in other things, such as, rugs, drapes, upholstery and, in addition, beautify the occupants of the room as well by ironing out lines of fatigue and making people feel happier and more relaxed. Look for the Lightolier tag if you want lamps that will be treasured possessions and that represent the utmost in sensible values.

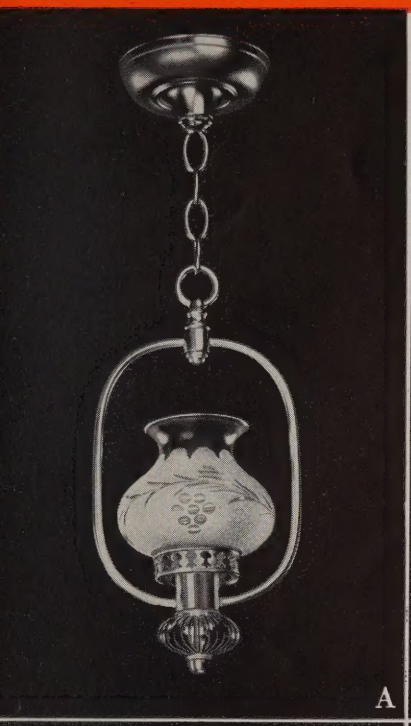
YOUR LIGHTING SYSTEM . . . The story of the possibilities offered by the new "science of seeing" is carried forward in the photographs on the pages which follow. Necessarily limited because of space, they are only a few of the suggestions which your Lightolier dealer will be glad to demonstrate to you. But they offer a basis to start thinking about your lighting system — especially if you fill out the form on the inside back cover of this book — a system that will *help* you in every room and provide you with marvelous and permanent effects.



LIGHT
GREETS YOU

A cheerful hall fixture is like a hearty handshake, saying, "Welcome! Glad to see you."

LIGHTING THAT BIDS YOU WELCOME


A

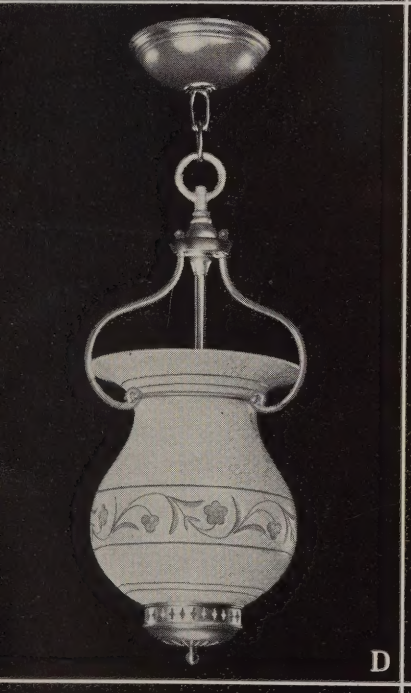
2857 — Reminiscent of oil lamp days yet providing splendid light.

B

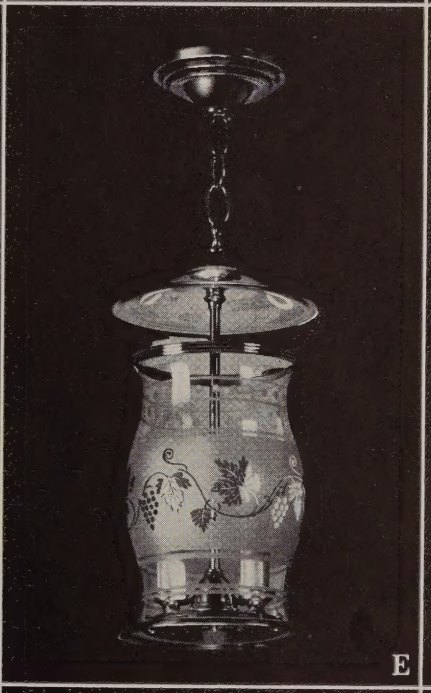
2942—Splendid detail, important lines and lovely hand-carved glass.

C

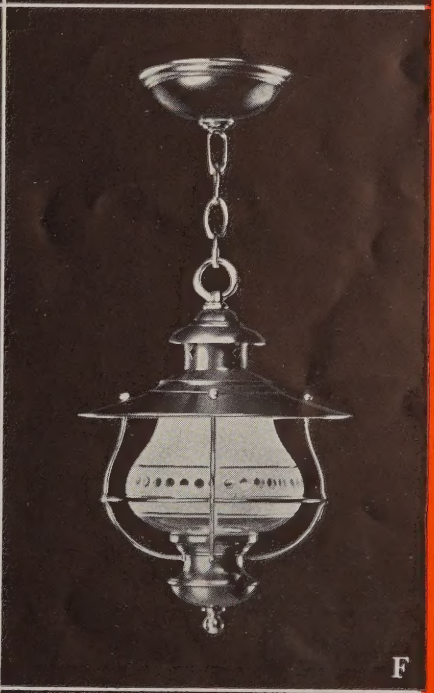
2079 — Delightfully graceful; unmistakably authentic.


D

2930—An achievement in tasteful designing.


E

2078 — Authentically Colonial in feeling—perfect in lighting.


F

4830 — There's a hearty welcome in its hospitable glow.

G

2372 — Especially appealing to the thrifty.

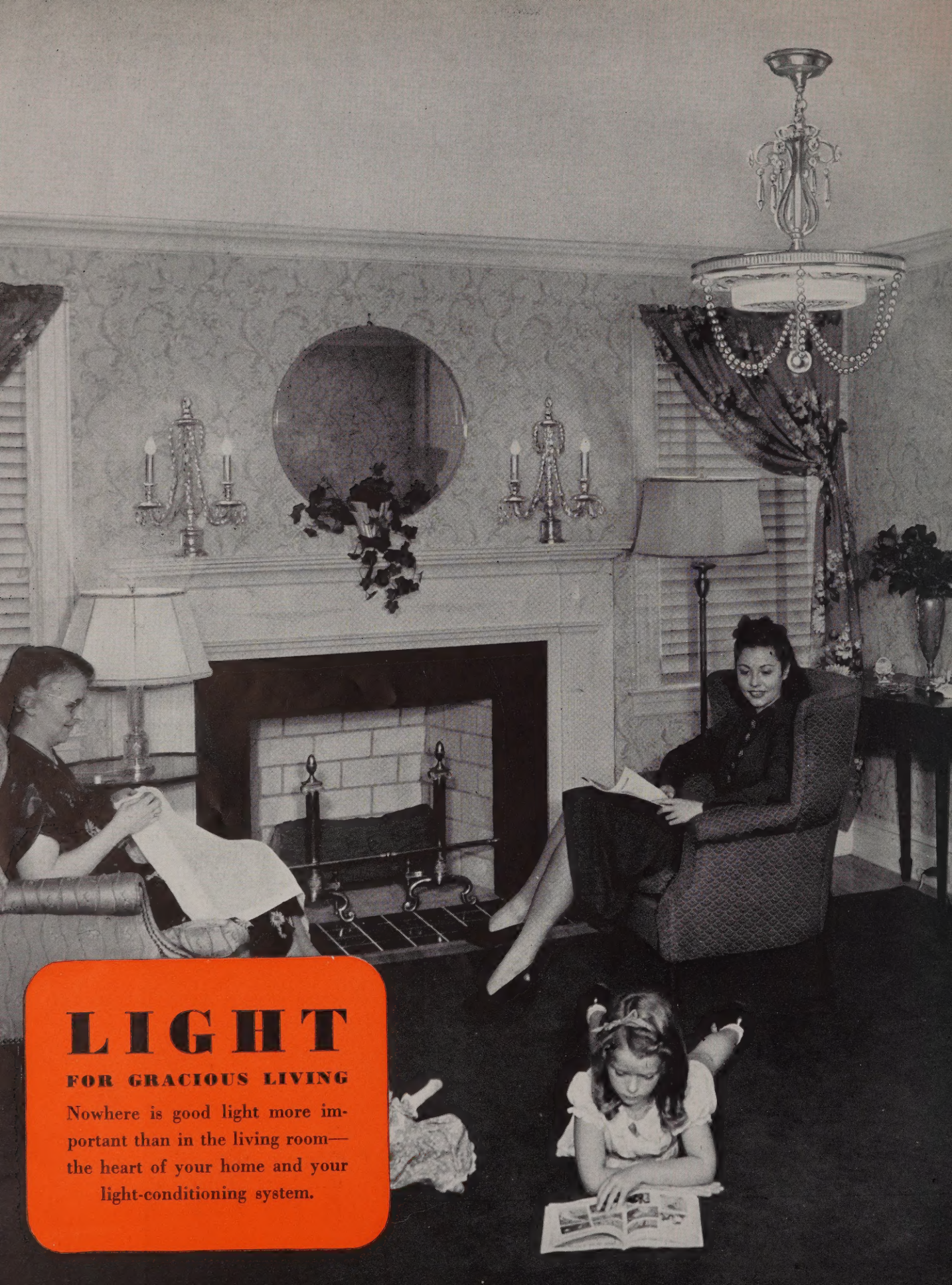
H

2096 — Serving many purposes — smartly.

I

4523—Sure to give a favorable first impression of your home.

Many other Lightoliers on view at our showrooms.



LIGHT

FOR GRACIOUS LIVING

Nowhere is good light more important than in the living room—the heart of your home and your light-conditioning system.

LIGHTING THE LIVING ROOM OF YOUR HOME

A

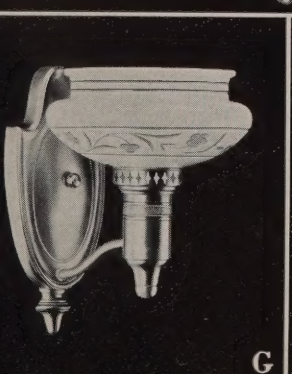
B

C

D

E

F


G

H

I

A

2445 — Overflowing with light and beauty—perfect for the important room.

B

2376 — Glareless lighting that beautifies the interior.

C

2186 — Soft, glareless light reaches every corner.

D

2437—Good to live with and perfect to see by.

E

3546 — Style and sturdiness combined with wise economy.

F

2416 — Charming modern lighting for the lower ceilinged room.

G

2931—Dignity and charm in a wall sconce.

H

2941—Snug to the ceiling — smart modern illumination.

J

2411—Shaded light illumination at amazingly low cost.

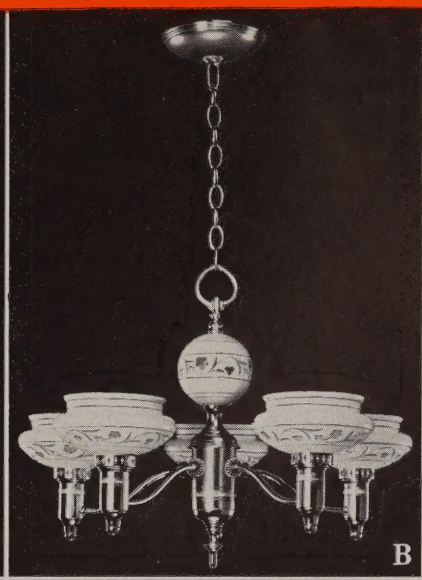
Matching fixtures and brackets for other rooms on view at our displays.

LIGHT
ACTS AS HOST

Appetites are keener, even good food tastes more delicious, and guests come back for "seconds" when your dining room is well lighted.

DINING ROOM LIGHTING TO ADD CHEER

A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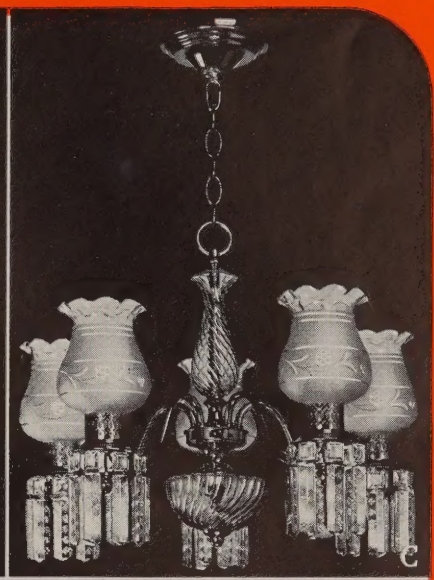
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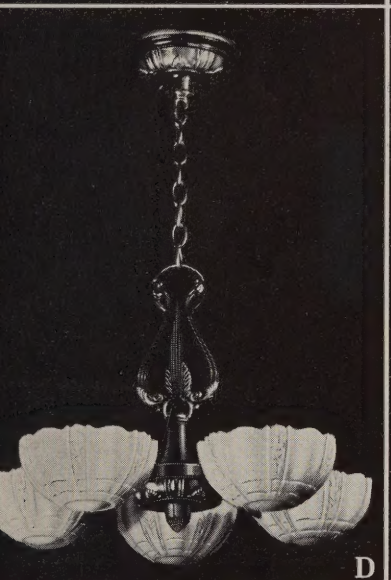
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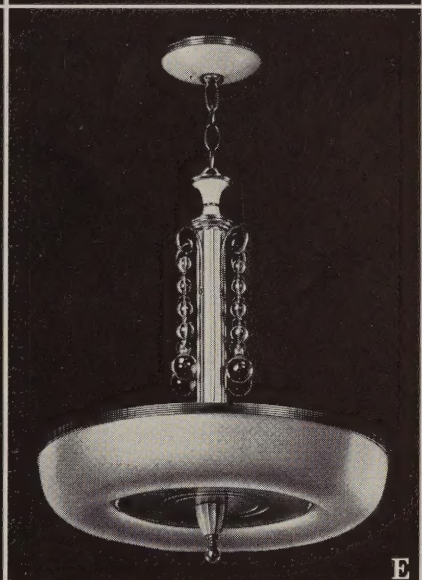
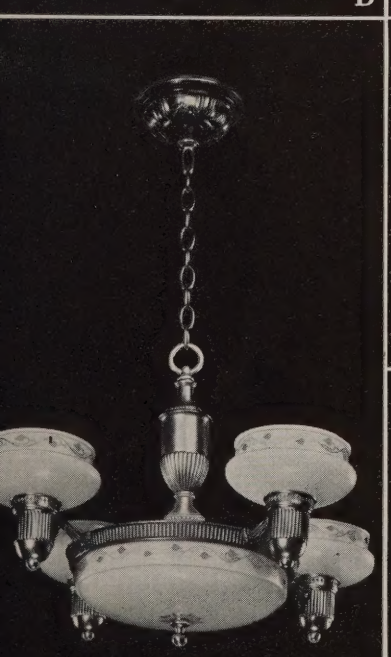
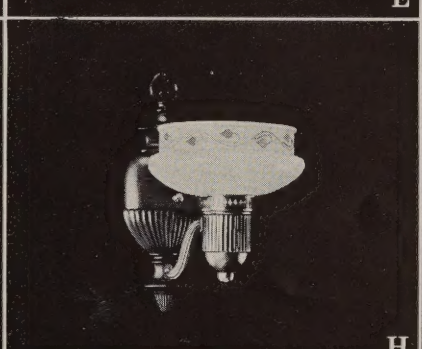

E

F


G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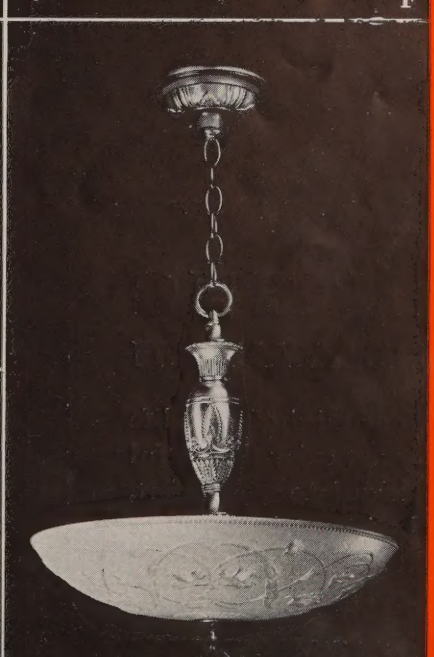
J


K

A

2275 — A shining example of authentic Colonial and Crystal lighting.

B

2935 — Accent on charm, on urbanity and on livability.

C

2846 — Glareless illumination and additional beauty for the Early American home.

D

2745 — Beautiful and amazingly low in cost.

E

4417 — Mellow lighting that affirms the character of modern living.

F

2085 — Combining light conditioning with authentic Colonial styling.

G

2377 — Rich light for living well and seeing better.

H

2371 — Will stand the test of time in looks and lighting.

J

2851 — Favored because of its pure colonial lines and unquestioned distinction.

K

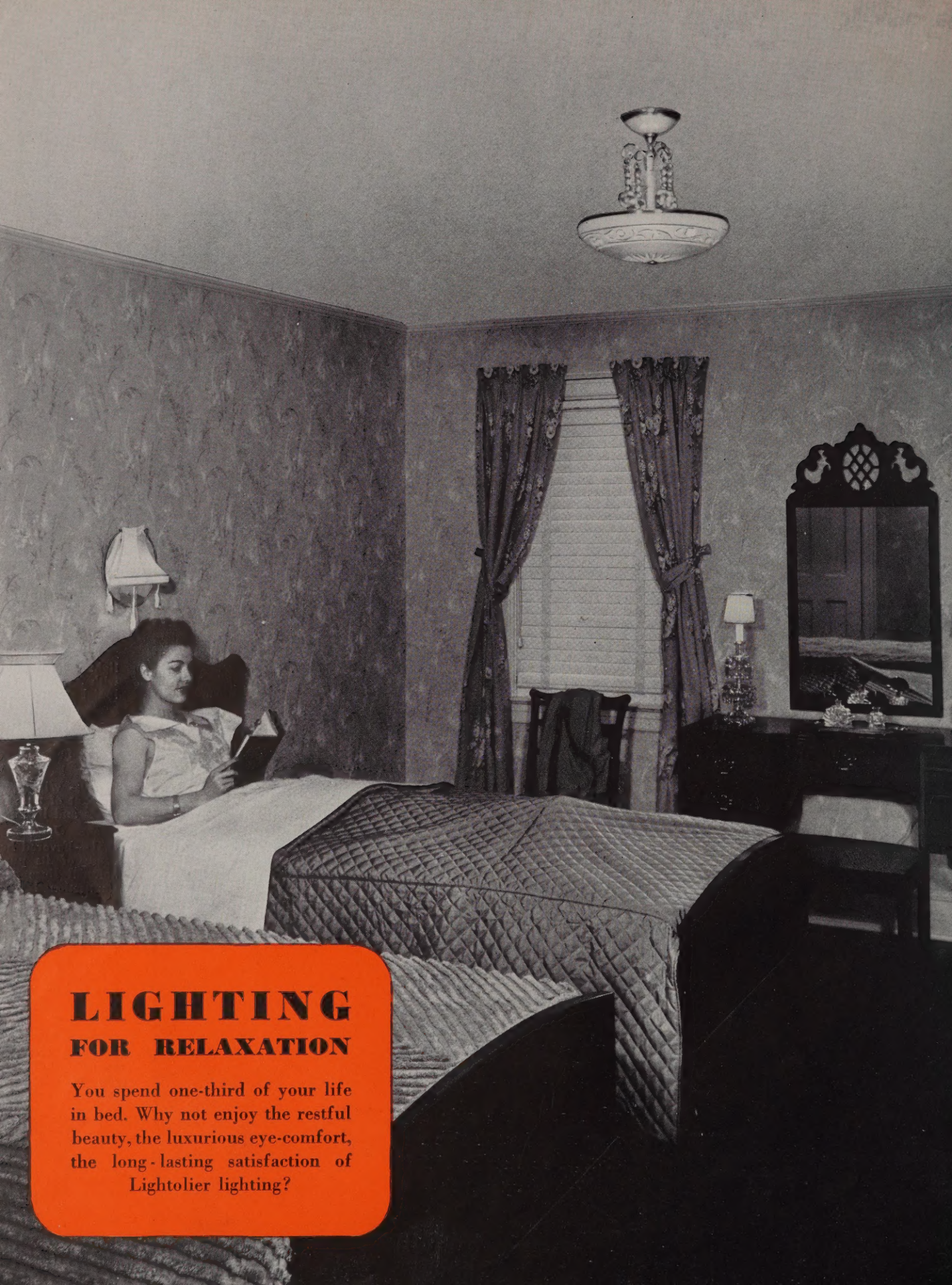
2436 — The latest achievement in decorative lighting and a definite contribution to home decoration.

L

ON OPPOSITE PAGE

2236 — A scientific achievement in dining room lighting.

Only a few of the many Lightoliers for dining room use.

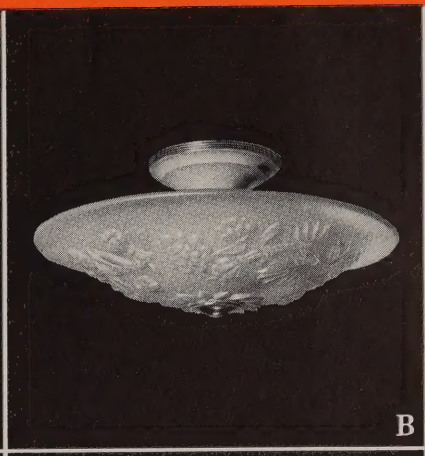


LIGHTING
FOR RELAXATION

You spend one-third of your life in bed. Why not enjoy the restful beauty, the luxurious eye-comfort, the long-lasting satisfaction of Lightolier lighting?

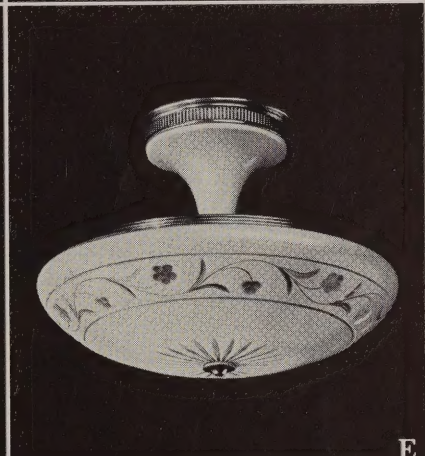
BEAUTIFUL AND RESTFUL BEDROOM LIGHTING

A


B

C

D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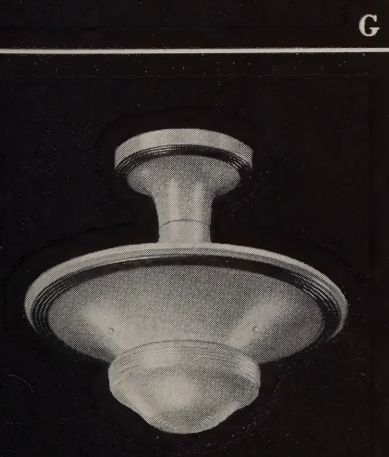
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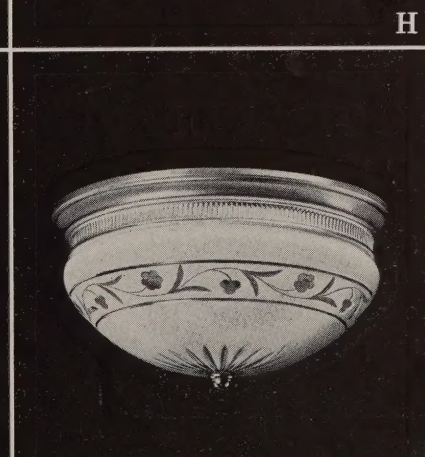
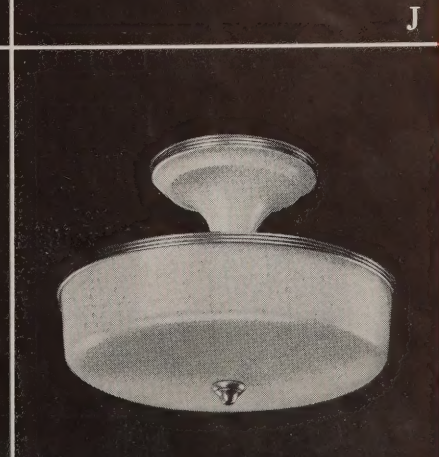

L


M

A
2188—A prelude to slumber.

B
2152 — A masterpiece of lighting.

C
2151 — Stresses a room's livability.

D
2740—Perfect in lighting and looks.

E
2943 — A design that's decoratively perfect.

F
2412 — Steady dividends of satisfaction.

G
2094 — Chosen for rich, quiet lighting.

H
2378—Ample light for smaller rooms.

J
2238—Kind to the tired eye and purse.

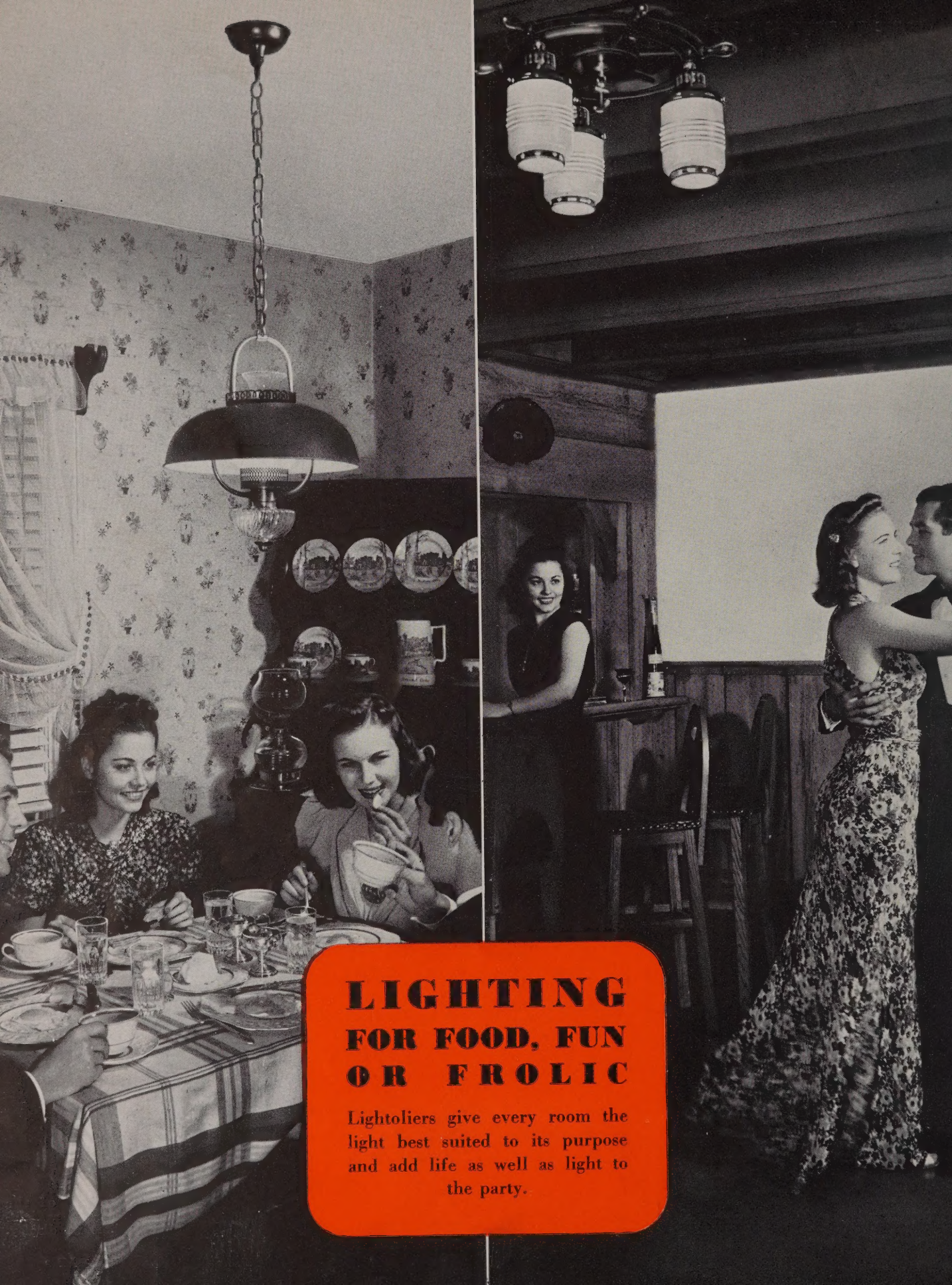
K
2229—Smart lighting for smartly appointed homes.

L
2932 — Light that's soft and soothing.

M
2232—All the comfort of good lighting.

ON OPPOSITE PAGE
2944 — Beautifully proportioned, harmoniously designed.

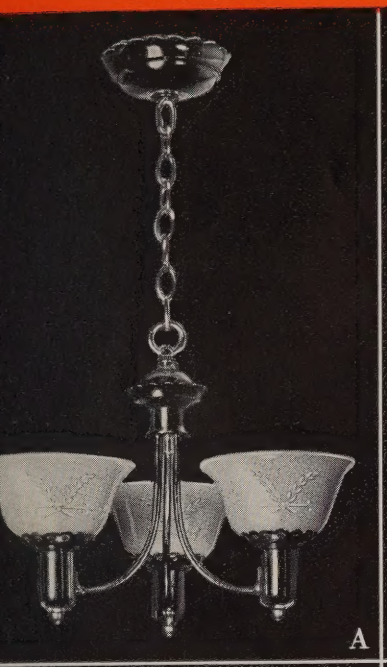
Typical of the many other Lightoliers we display.

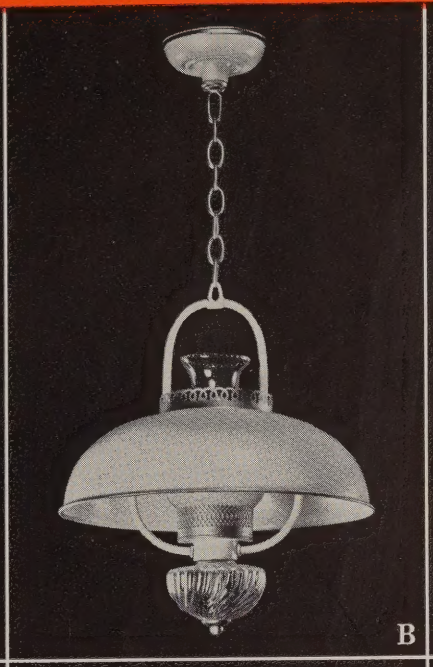


LIGHTING
FOR FOOD, FUN OR FROLIC

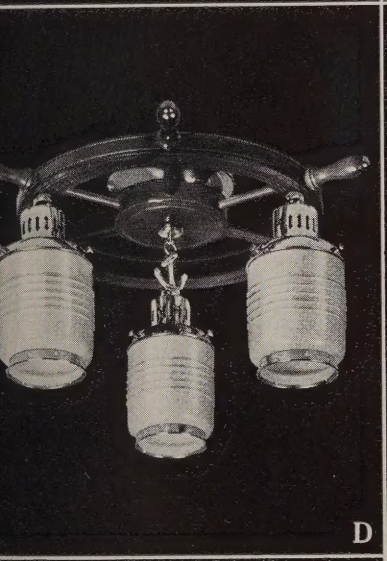
Lightoliers give every room the light best suited to its purpose and add life as well as light to the party.

SUNPARLOR, DINING ALCOVE AND GAME ROOM


A


B

C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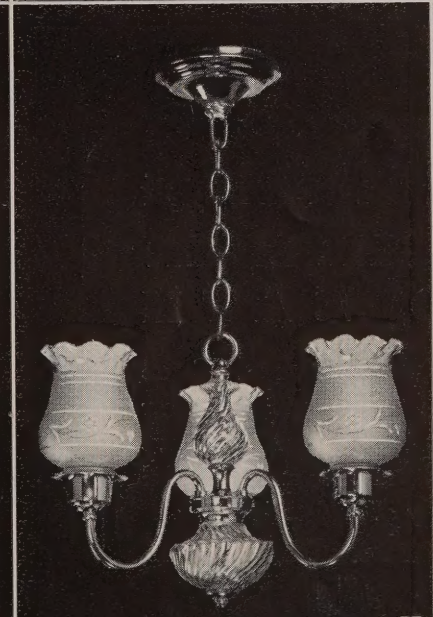
E

F

G


H

J

A

2083 — Style that will last through the years.

B

2457 — The charm of Colonial lighting; the comfort of modern.

C

3543—Shaded light that diffuses its cheer throughout the room.

D

2193 — A touch of the brine and the strong sea air.

E

2192 — Capable of making any room a snug harbor.

F

2194 — A finishing touch to the room furnished in nautical manner.

G

2461 — The handsome-etched crystal disc is instantly appealing to the critical eye.

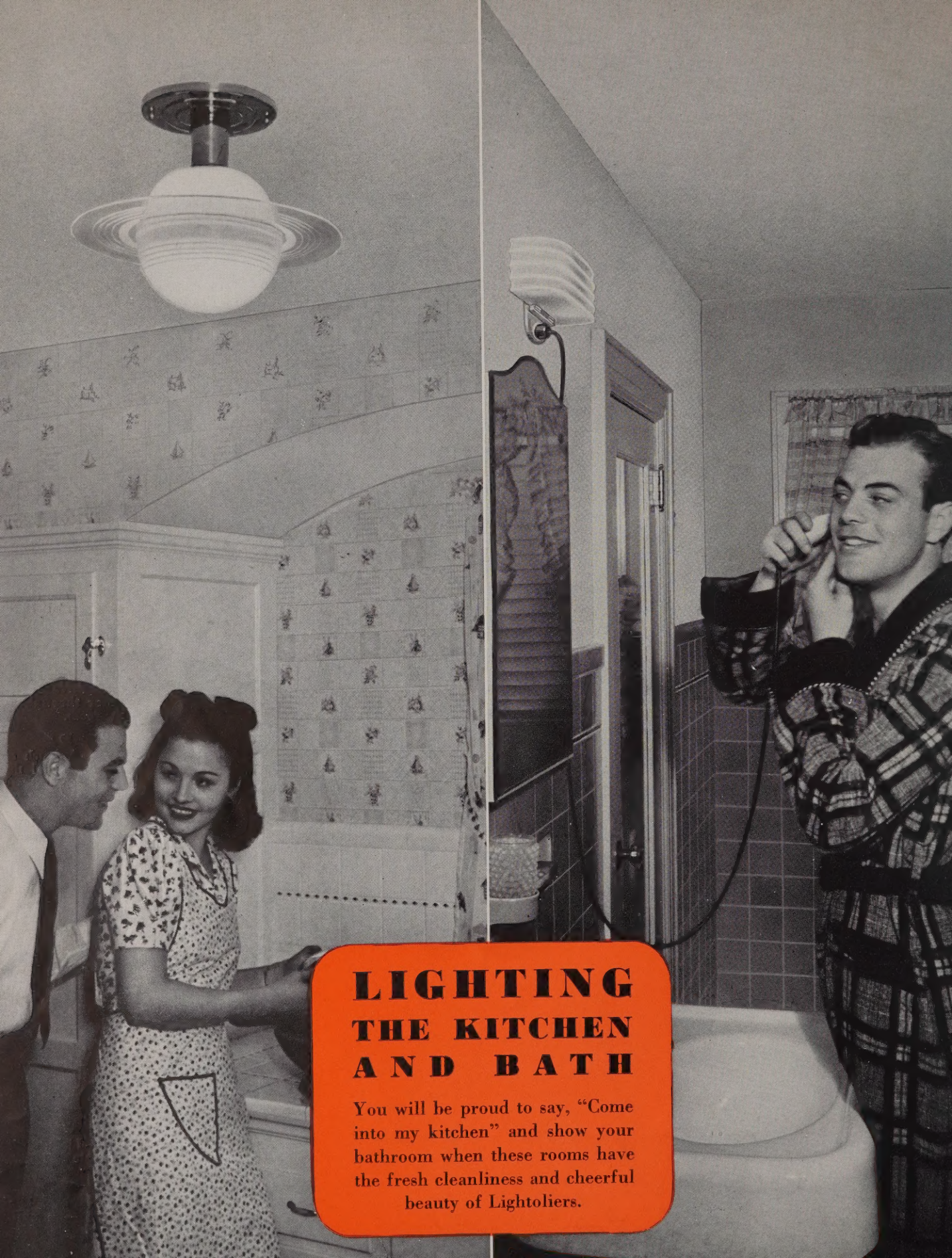
H

2843 — By day or night, the authentic touch that completes the room.

J

2460 — Light that's adequate and restful.

Visit our complete display — no obligation.



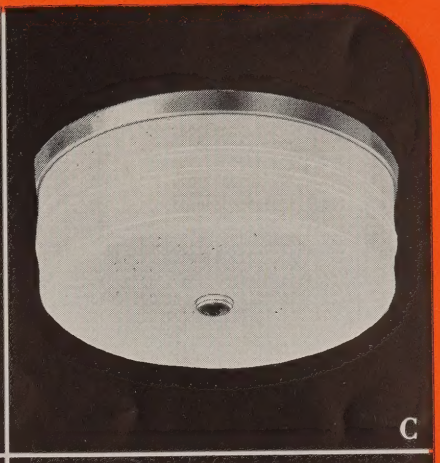
LIGHTING
THE KITCHEN AND BATH

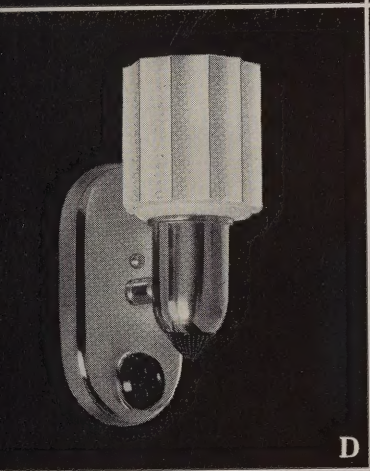
You will be proud to say, "Come into my kitchen" and show your bathroom when these rooms have the fresh cleanliness and cheerful beauty of Lightoliers.

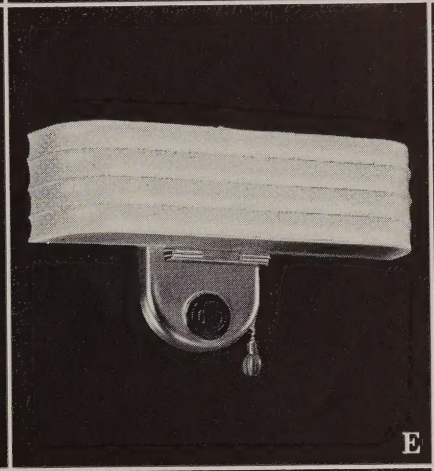
GOOD LIGHTING WHERE YOU NEED IT MOST

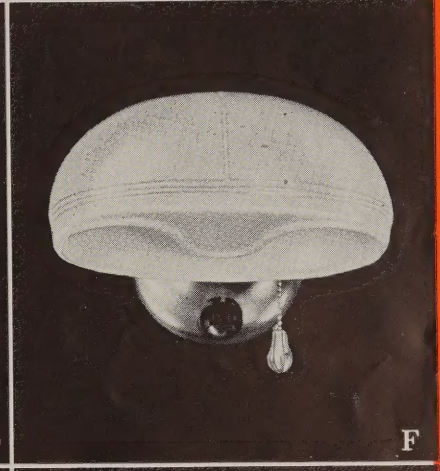
A

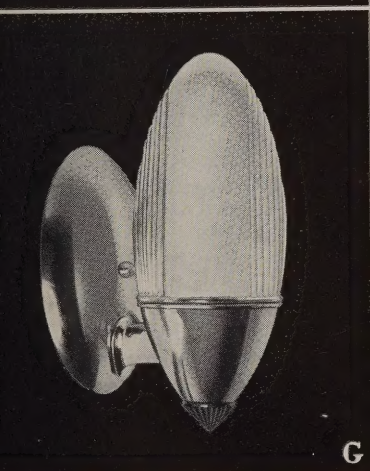
B


C


D


E


F


G

H

J

K

L

M

A

2163—Trim, graceful, enduring and economical.

B

2042 — Beautifies the bathroom or kitchen.

C

2054 — Good light and good styling.

D

2360 — Ample illumination for the bathroom mirror.

E

2363 — Smart and sensible, with a convenience outlet.

F

2017—An ingenious shield prevents disturbing glare.

G

2209 — Revolving shade directs light where you want it.

H

2351 — Splendid illumination in modern dress.

J

2361 — Handy outlet for razors and appliances.

K

2010 — Exceptional lighting at a rock-bottom price.

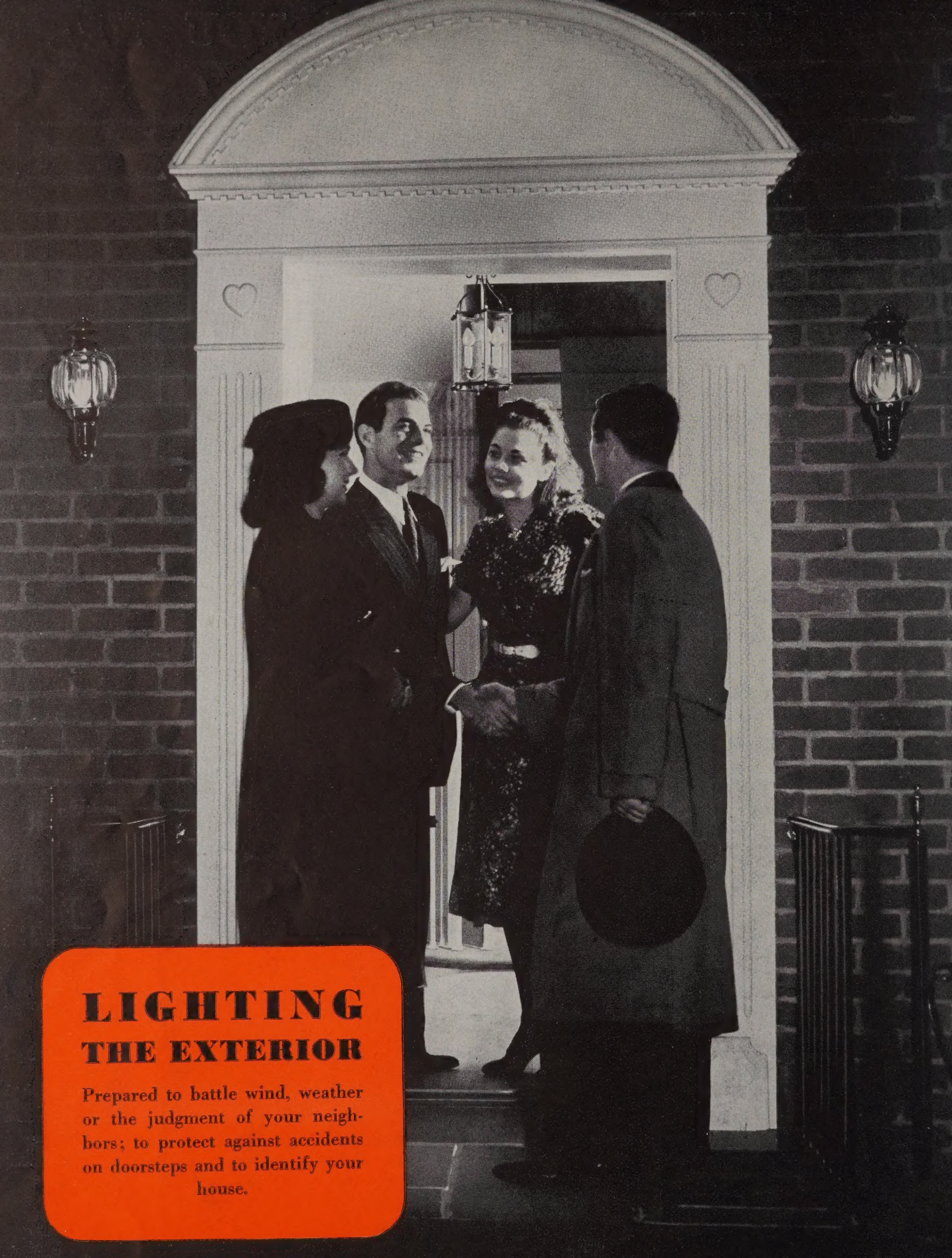
L

2353—[Left] Style in lighting.

2061 — [Right] Vapor proof. An outstanding value.

M

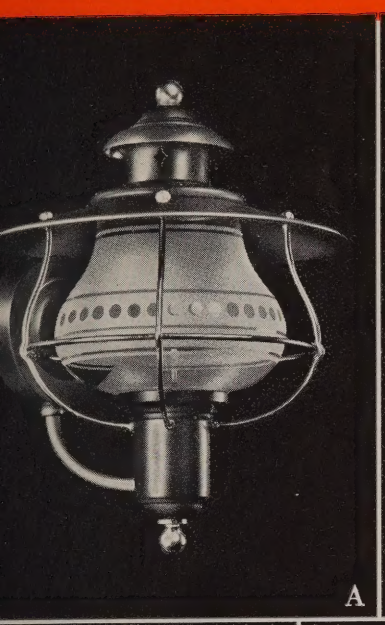
2170—All the light without the slightest glare.



LIGHTING
THE EXTERIOR

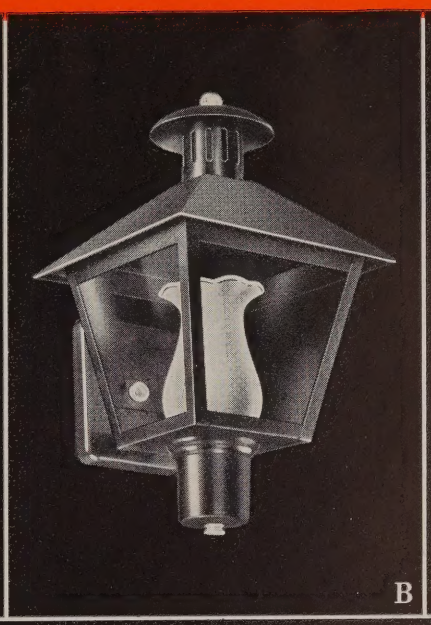
Prepared to battle wind, weather or the judgment of your neighbors; to protect against accidents on doorsteps and to identify your house.

LIGHTING THE ENTRANCE OF YOUR HOME



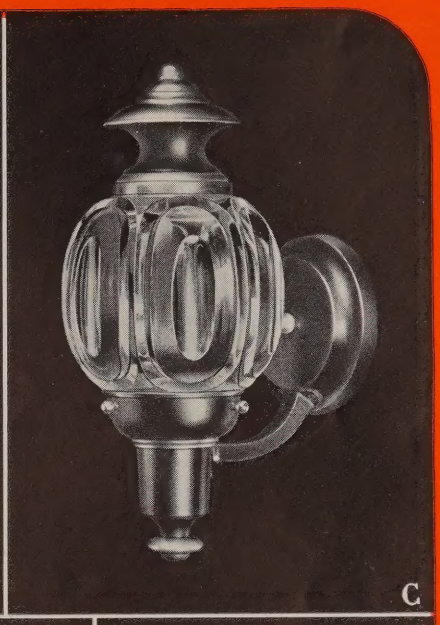
A

4828 — As robust and enduring as the Colonial spirit.



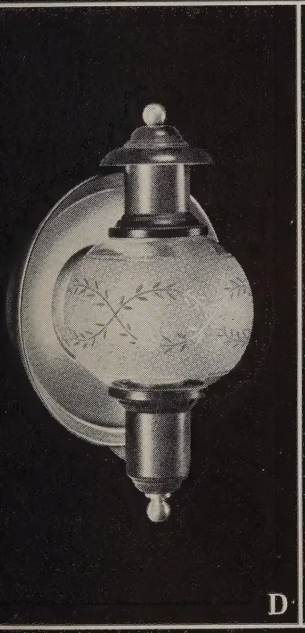
B

4823 — Reminiscent of stately old carriage lanterns.



C

4836 — A delightful reproduction that's both genuine and inexpensive.

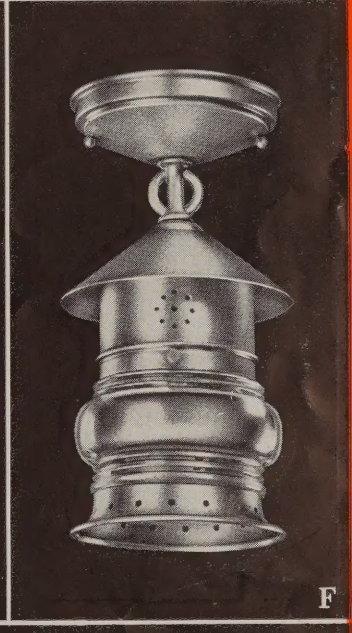


D

4832 — Keeps your doorway charming and distinctive.

E

4825 — Adds infinite charm to the doorway it graces.

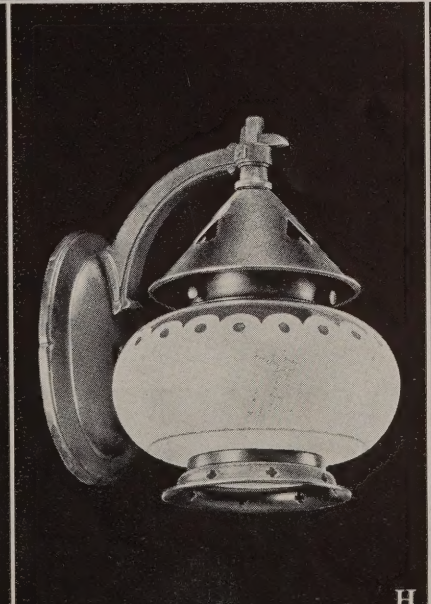


F

4842 — Substantial and impressive — and available at low cost.

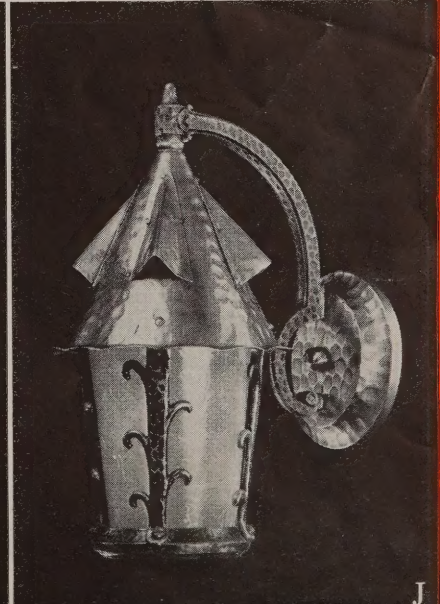
G

4826 — Styled for the most imposing, priced for the most modest dwelling.



H

4834 — This sturdy lantern welcomes friends — warns prowlers.



J

4847 — An inexpensive opportunity to express the individuality of your home.

A few of the many beautiful Lightolier designs for exterior use.

WE WANT TO HELP YOU

• There's a world of satisfaction in your own home, and if you plan wisely, there's hardly an investment that returns better dividends. Yet, planning the intricate operations of the modern home is not always as successful as it might be. So often you hear, "If I had it to do over again, I wouldn't make those mistakes"—which goes to prove that unless you are thoroughly informed and expertly advised regarding the technical subjects requiring decision, the way is wide open for costly and annoying errors.

It is our job, our vocation, our profession to help you, not only with lighting fixtures that so fundamentally and importantly affect your living comforts and pleasures, but to assist you in the many other respects where an expert knowledge of electricity and its uses will be invaluable—especially the wiring system so you will have enough outlets and enough switches for fixtures, lamps and major appliances—refrigerator, range, washing machine, ironer, dish washer, radio—as well as appliances used throughout the home, electric razor, clocks, toaster, mixer, grill, flat iron, etc. A phone call will bring one of our men to discuss these important problems with you. There is no obligation for this service.

If you can possibly come to our showrooms, we urge you to do so. You will see hundreds of other Lightolier styles for every location in the home, that cannot be illustrated in these limited pages. Then and there only will you be able to judge their fine workmanship, their beautiful finishes and their soft, even lighting. In that way you will be able to reach an easy and safe decision on which designs accord best with your own decorations—Colonial, Early American, Georgian, French, English, Modern—and suit your own personal requirements. No matter how little you have to spend, the wide range of prices in which Lightoliers are available permit you to enjoy the best.

We know and we apply the four fundamentals of light-conditioning: *Sufficient light* for safer, easier seeing—in each place where the eyes work. *Freedom from glare.* Glare is waste, reducing our ability to see. It is annoying to the eyes and unflattering to personal appearance. *No harsh contrasts.* The pupil of your eye grows larger as you glance into the darkness and smaller as you look at a bright page. When there is sharp contrast in the room, the eye is consistently going through this fatiguing process. Only balanced lighting will avoid this. *Suitable light in enough places.* Light-conditioning benefits old eyes and young eyes, good eyes and bad eyes, no matter what they are doing. It protects the priceless eyesight of children and helps the eyesight of grown-ups. For reading, sewing, studying or playing games, you will find it pays to use light that fits your seeing needs. In the kitchen, laundry or workshop, as well as in other rooms of the home, light-conditioning pays its way.

When you make a Lightolier selection, our guaranty will be added to that of the manufacturers. Your satisfaction is as important to us as your patronage. We are confident we can serve you in the same way that we have hundreds of others and supply you with equipment that down through the years will give you endless pleasure with your selection.

SELECTION GUIDE

CONSULT THE LIGHTOLIER DEALER WHEN PLANNING THE LIGHTING OF YOUR HOME

☐ COLONIAL

☐ EARLY AMERICAN

• Bring this chart with you when you come to our displays. It will save time, prevent the possibility of making mistakes, and enable both of us to select exactly the fixtures most suitable in design and price for the requirements of each room in your home.

ENGLISH ☐
GEORGIAN ☐

MODERN ☐
OTHER TYPES ☐

LOCATION	COLOR OF WALLS AND WOODWORK	NUMBER OF CEILING FIXTURES	NUMBER OF WALL BRACKETS	LIGHTOLIER SELECTION
VESTIBULE & HALL				
LIVING ROOM				
DINING ROOM				
BED ROOM 1				
BED ROOM 2				
BED ROOM 3				
BED ROOM 4				
GAME & SUN ROOMS				
KITCHEN				
BATH				
BATH				
LAVATORY				
STUDY				
PORCH				
FRONT ENTRANCE				
REAR ENTRANCE				
GARAGE				

TEAR OUT THIS PAGE AND SHOW IT TO YOUR LOCAL LIGHTOLIER DEALER OR MAIL DIRECT TO LIGHTOLIER, JERSEY CITY, N. J

Your Eyesight . . . Nature's Masterpiece and Life's Most Cherished Possession

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